

## Analysis Of Marketing Strategy For Kenangan Coffee

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### Abstract

Activities classified as business activities involve the pursuit of financial gain. Kopi Kenangan experienced the same thing. The goal of this study is to identify Kopi Kenangan's SWOT in order to maintain consumer demand for the beverage. This study used EFAS analysis, which includes a SWOT matrix to get data and identify the Kopi Kenangan quadrant's location. This study employed a descriptive qualitative methodology that made use of SWOT matrix analysis. The research subjects in this study were managers, Kopi Kenangan staff, and 35 customers in order to use Google forms to investigate current data. The data for this study was gathered through interviews and questionnaires. The study's findings indicate that Kopi Kenangan has competition from a wide range of similar businesses, but it can also benefit from its prime location in the heart of the city and its ability to provide low prices, both of which can help the company grow. It is necessary for managers to put into practice a diversification strategy, which calls on them to seize any possibilities and leverage any future advantages.

**Keywords:** SWOT matrix, marketing strategy, IFAS EFAS analysis

### Introduction

At the moment, business operations involve endeavours to make a profit or profits. There is fierce competition among Indonesians due to their strong interest in entrepreneurship. The culinary industry is one business category that faces intense competition. Due to the unpredictable nature of market conditions, business actors are forced to conduct development on a periodic basis. Furthermore, as information media has grown, it has the potential to influence consumers' shifting preferences.

One city that sees a growth in the number of coffee shop companies each year is Surabaya. Coffee shops like Kopi Kenangan, or simply Kopi Kenangan, are among several that deal with this. Kopi Kenangan is a long-standing business that provides a range of reasonably priced, delectable meals and beverages. When establishing a business, management needs to focus on a number of factors. For example, how the product is marketed (product), where it is placed (place), how much it costs (pricing), and how it is promoted (promotion) in order to ensure the long-term survival and competitiveness of your culinary business. In 2021, Subagyo et al.

A strategy that can help see external elements by identifying what things could be risks and what could also be possibilities for the business actor. After learning about the external influences, the next action that can be made is to examine the internal situation. This is crucial to undertake in order to determine the potential strengths and weaknesses of the company. A SWOT analysis can assist companies, particularly Kopi Kenangan, in better adapting to their external environment and achieving their primary objective of expanding their business. The purpose of this study is to identify Kopi Kenangan's marketing approach. In 2021, Subagyo et al.

In addition, employing a marketing mix, (Subagyo et al., 2022) also present the same research findings.

With this approach, research results in quadrant I can assist associated parties in identifying strengths and weaknesses that can support the firm going forward, as demonstrated by the 4Ps and SWOT analysis. Simply put, there is a vacuum in this research because none of the three studies use MSMEs in the coffee shop or culinary industries as their focal point.

## **Review Literature**

### **Approach to marketing**

According to Kotler (Samari, 2020), marketing strategy is a method of determining the type of marketing that will be used to meet marketing objectives. Coordination of more focused and efficient marketing is one of the applications of the marketing strategy itself. When a marketing strategy is in place, work within an organisation becomes more targeted.

In (Subagyo et al., 2023) Samri A collection of multiple sets of characteristics known as SWOT can be used to determine tactics in use. Finding potentially better resources and capabilities and integrating them to get a competitive edge in the market can be accomplished through the use of SWOT analysis. Thus, it is imperative for any company entity to conduct an analysis of its strengths, weaknesses, and potential future obstacles.

## **Methods**

A qualitative descriptive strategy was employed in this study. Phenomenological research that emphasises describing and comprehending the thing being observed is known as qualitative research. (Kurhayadi, 2023). This study was carried out in November 2023 and June 2023. Aside from that, Mr. Budiaji, who oversees operations at Kopi Kenangan, and Mr. Sedoso, a senior employee, were the research subjects; they were managers and staff members of Kopi Kenangan. In addition, 35 Kopi Kenangan customers were employed as research subjects by the author to ascertain the degree of satisfaction with purchases made at Kopi Kenangan.

The author incorporates information from personal observations as well as relevant individuals' viewpoints. Researchers visited Kopi Kenangan in person to gather data, making observations and speaking with managers and staff there. Additionally, the author administered a Google form assessment survey to thirty-five Kopi Kenangan customers

## Results and Discussion

### Research result

Following the research, the author separated the findings into two categories: general data and specific data. The former includes an overview of Resto Kita, including its organisational structure, history of founding Kopi Kenangan, human resources, and facilities. Last but not least, there is special data, which includes conclusions and justifications for the author's research on Kopi Kenangan Surabaya.

In addition to the general material that has been explained, the author has also gathered unique data. Unique information, comprising information from the Coffee Shop interviews and a Google form survey the author completed with 35 Kopi Kenangan patrons. The author then uses a narrative to explain the findings of the interviews that were performed, and the narrative's conclusions can be used as a foundation for creating a SWOT analysis as the analysis progresses.

"Kopi Kenangan has a target market that covers all groups in the Surabaya area," stated Mr. Budiaji Ario, the company's operations manager. "Kopi Kenangan has a mission to serve delicious food at affordable prices so that this can become a Kopi Kenangan special attraction." Kopi Kenangan offers a number of staple menu items, including crispy chicken steak, grilled chicken, and original tenderloin steak. Because most of its customers are return customers because of its long history, Kopi Kenangan is not really arranged in this fashion during the serving procedure. In addition, Kopi Kenangan leverages its roadside location to attract customers."

This is also consistent with a survey that a number of Kopi Kenangan patrons completed, which stated that while the establishment's current amenities are thought to be rather sufficient, they still need to be improved, particularly the parking and prayer room areas. Aside from that, Kopi Kenangan is regarded for having quite decent food presentation, and its reasonably priced rates make it easier for customers to purchase their food in any situation. The assertion made by Kotler and Armstrong in (Subagyo, 2022) that price affordability that is commensurate with product quality is one of the factors influencing customer happiness lends credence to this.

### EFAS analysis

EFAS analysis is obtained from external factors obtained from Kopi Kenangan, namely:

Peluang (opportunities)				
No	Product	Price	Promotion	Location
1	Easy read need market and product innovation	As a coffee place who came in all segments, Kenangan Coffee has	Can take advantage existing social media	Easy location accessed because it's in
2	Opened a new branch in Surabaya	Cheap prices, attract customers' buying interest	Carry out promotions so that local customers general	Being on the side of the road can make it easier for customers to reach it
3	Opening new job opportunities to increase human resources	Prices that can be accepted by all groups	Many customers already know because they often make repeat purchases	A large location can be used as a gathering place for large numbers of customers

Ancaman ( <i>Threats</i> )				
No	Product	Price	Promotion	Location
1	Lots A similar coffee place (competitor)	Not a few competitors are starting to offer relatively the same price	Competitor coffee shops use social media as a promotional tool	Safety is considered lacking because it is on the side of the road so there is a chance that the vehicle will be lost or hit by road users
2	Many coffee shops offer a wider variety of products	Competitor coffee shops that offer discounts to small quantity buyers and other than major holidays	Competitor coffee shops use local influencers as promotional media	Many competitors are building better and more spacious facilities
3	Similar coffee places offer products with a more attractive appearance	Many similar competitors offer the same price	Many competing coffee shops use roadside advertisements to make them easier to spot	Competitors are located in wider locations so they accommodate more customers

The next step is to evaluate each item using the previously mentioned data to produce the analysis table, which will serve as an indicator in the evaluation. Key information: The author assigns a weight of 1 to the assessment of the person in charge of Kopi Kenangan's statement based on a mix of strengths and flaws. In this evaluation, ratings are also modified in response to cues from inquiries from other significant informants, including Kopi Kenangan staff members and clients. The algorithm will divide the maximum number of customer responses by the total number of customers in the population. The next step in this study is to calculate a score, which is the rating times the weight.

## Discussion

The research's identification results indicate that there are certain hazards to the adoption of Kopi Kenangan, but they are not a significant barrier. This is because Kopi Kenangan can still benefit from the opportunities it has, like continuing to update the menu frequently to increase menu choices for customers and also maintaining stable prices as an incentive, based on the value obtained from observations and assessments of Kopi Kenangan customers. draw in clients. Management has a responsibility to address and fix disadvantages such a shortage of labour and subpar facilities. Therefore, this can subsequently be helpful in offering notable advances, and Kopi Kenangan itself will feel the effects of progressive development.

It is possible to use the diversification strategy itself to create new markets and/or goods, or maybe both. This may affect attaining development, growth, or increase as well as profitability, causing it to rise even further (Subagyo, 2020).

In order to compete and thrive as best it can in the fierce competition that exists, Kopi Kenangan needs to apply this marketing approach precisely and effectively. This implementation procedure takes a long time because extra time is undoubtedly needed to make it successful. But at least Kopi Kenangan is already familiar with a number of ideas in a more comprehensive marketing plan. In order for Kopi

Kenangan to be able to demonstrate strength, maintain momentum, and take advantage of current chances in the event that conditions and barriers arise in the future.

Following the above explanation of the research, Kopi Kenangan undoubtedly has strengths, weaknesses, opportunities, and threats. By understanding these factors, Kopi Kenangan can develop a marketing plan that makes the most of its advantages while minimising its disadvantages and threats

## Conclusion

Based on the findings and the above-described discussion, the following conclusions can be drawn: Kopi Kenangan can use developing a marketing strategy as a guide to accurately and strategically develop its opportunities and strengths while also being more aware of potential threats to prevent them from jeopardising the company's sustainability. It has been established that Kopi Kenangan can benefit from the diversification strategy, which can be applied to both expanding the company's market reach and product offerings as well as mitigating external threats.

In addition, the researcher made recommendations to Kopi Kenangan's management and supervisors based on the study's findings. These recommendations took the form of: making better use of the company's current assets, such as its facilities and products, which may in the future help draw in and keep Kopi Kenangan customers; Increasing staffing levels to improve service Put into practice a thorough and integrated marketing plan. For instance, while putting into practice a well-diversified marketing plan, Research rival businesses and any threats to client retention on a frequent basis.

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